

000000csm mediaworks/Rindy Miller

TELEVISION INSERTION ORDER

Date Sept 26, 2012
 Client Patricia Alvarez
 Insert Dates October 18 thru 26, 2012, 2012
 Campaign Patricia Alvarez for Justice, 4th Court of Appeals
 Order No PAlvarez-01/2012
 Market San Antonio

Wks of	WOAI/NBC Days :30s	Program	Time Period	Spts/Wk	# Wks	Rating	GRPs	Cost/Spt	Total \$
10/22	M-F	News 4 Today	5-6A	2	1	1.6	3.2	\$150.00	\$300.00
		Rachael Ray	9-10A	1	1	1.7	1.7	\$225.00	\$225.00
		SA Living	10-11A	1	1	1	1	\$125.00	\$125.00
		Today Show 3	11A-12P	2	1	1.1	2.2	\$125.00	\$250.00
		Today Show 4	12-1P	1	1	1.2	1.2	\$150.00	\$150.00
		Dr Oz	2-3P	1	1	1.4	1.4	\$175.00	\$175.00
WOAI Total				8			10.7		\$1,225.00

GROSS AMOUNT \$1,225.00
 AGENCY \$183.75
 NET DUE \$1,041.25

Order / Rev: 62207
 Alt Order #:
 Flight Dates: 10/18/12 - 11/02/12

Advertiser: Patricia Alvarez/Pol/Dem
 Product Desc: Patricia Alvarez for Justice, 4th Court of
 Estimate: PAlvarez-01/2012
 WOAI-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOAI	10/18/12	11/02/12	Local 5a News Local 5a News	CM	5a-5:557a	MTWTF--	:30	1	\$150.00	P-3	1.60	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					1	\$150.00		1.60			
		Week: 10/22/12	10/28/12	MTWTF--					2	\$150.00		1.60			
		Week: 10/29/12	11/04/12	MTWTF--					1	\$150.00		1.60			
N 2	WOAI	10/18/12	10/28/12	Local 6a News Local 6a News	CM	5:58a-7a	MTWTF--	:30	1	\$500.00	P-3	2.60	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					1	\$500.00		2.60			
		Week: 10/22/12	10/28/12	MTWTF--					1	\$500.00		2.60			
N 3	WOAI	10/18/12	11/02/12	Today Show Today Show	CM	7a-9a	MTWTF--	:30	1	\$400.00	P-3	2.30	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					1	\$400.00		2.30			
		Week: 10/22/12	10/28/12	MTWTF--					1	\$400.00		2.30			
		Week: 10/29/12	11/04/12	MTWTF--					1	\$400.00		2.30			
N 4	WOAI	10/18/12	10/26/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	MTWTF--	:30	1	\$225.00	P-3	1.70	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					1	\$225.00		1.70			
		Week: 10/22/12	10/28/12	MTWTF--					2	\$225.00		1.70			
N 5	WOAI	10/18/12	11/02/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	1	\$125.00	P-3	1.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					1	\$125.00		1.00			
		Week: 10/22/12	10/28/12	MTWTF--					2	\$125.00		1.00			
		Week: 10/29/12	11/04/12	MTWTF--					1	\$125.00		1.00			
N 6	WOAI	10/18/12	11/02/12	Today Show II Today Show II	CM	11a-12p	MTWTF--	:30	1	\$125.00	P-3	1.10	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					1	\$125.00		1.10			
		Week: 10/22/12	10/28/12	MTWTF--					2	\$125.00		1.10			
		Week: 10/29/12	11/04/12	MTWTF--					1	\$125.00		1.10			
N 7	WOAI	10/18/12	11/02/12	Today Show III Today Show III	CM	12p-12:58p	MTWTF--	:30	1	\$150.00	P-3	1.20	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					1	\$150.00		1.20			
		Week: 10/22/12	10/28/12	MTWTF--					2	\$150.00		1.20			
		Week: 10/29/12	11/04/12	MTWTF--					1	\$150.00		1.20			
N 8	WOAI	10/18/12	11/02/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	MTWTF--	:30	1	\$175.00	P-3	1.40	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					1	\$175.00		1.40			
		Week: 10/22/12	10/28/12	MTWTF--					2	\$175.00		1.40			
		Week: 10/29/12	11/04/12	MTWTF--					1	\$175.00		1.40			
N 9	WOAI	10/18/12	11/02/12	Local 5p News Local 5p News M-F	CM	5p-530p	MTWTF--	:30	1	\$575.00	P-3	4.20	NM	4	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					1	\$575.00		4.20			
		Week: 10/22/12	10/28/12	MTWTF--					2	\$575.00		4.20			
		Week: 10/29/12	11/04/12	MTWTF--					1	\$575.00		4.20			
N 10	WOAI	10/18/12	10/26/12	Local 6p News Local 6p News M-F	CM	559p-630p	MTWTF--	:30	1	\$650.00	P-3	3.80	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					1	\$650.00		3.80			
		Week: 10/22/12	10/28/12	MTWTF--					1	\$650.00		3.80			
N 11	WOAI	10/18/12	10/26/12	Late 10p News M-F Late 10p News M-F	CM	9:59p-10:35p	MTWTF--	:30	1	\$950.00	P-3	4.60	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---TF--					1	\$950.00		4.60			

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Advertiser: Patricia Alvarez/Pol/Dem
 Product Desc: Patricia Alvarez for Justice, 4th Court of.
 Estimate: PAlvarez-01/2012
 WOAI-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 11	WOAI	10/18/12	10/26/12	Late 10p News M-F Late 10p News M-F	CM	9:59p-10:35p	MTWTF--	:30	1	\$950.00	P-3	4.60	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/22/12	10/28/12	MTWTF--		1			\$950.00	4.60					
N 12	WOAI	10/20/12	10/27/12	Sat Today Show Sat Today Show	CM	5:58a-8a	-----1-	:30	1	\$100.00	P-3	1.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/15/12	10/21/12	-----1-		1			\$100.00	1.00					
	Week:	10/22/12	10/28/12	-----1-		1			\$100.00	1.00					
N 13	WOAI	10/20/12	10/27/12	Local 5p News Sa Local 5p News Sa	CM	5p-5:30p	-----1-	:30	1	\$300.00	P-3	3.80	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/15/12	10/21/12	-----1-		1			\$300.00	3.80					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WOAI	10/15/12-10/21/12	Local 5p News Sa See MG 13.3,13.4 [Program Change]		5p-5:30p	-----Sa--	:30		(\$300.00)		3.80	NM		
	3	WOAI	10/22/12-10/26/12	M-F 10a-11a Ⓜ MG for 13.1 10/20 [Approved by Buyer]		10a-11a	MTWThF----	:30		\$125.00		1.00	NM		
	4	WOAI	10/22/12-10/26/12	M-F 2p-3p Ⓜ MG for 13.1 10/20 [Approved by Buyer]		2p-3p	MTWThF----	:30		\$175.00		1.40	NM		
	Week:	10/22/12	10/28/12	-----1-		1			\$300.00	3.80					
N 14	WOAI	10/20/12	10/20/12	Nightly News Sa Nightly News Sa	CM	5:30p-6p	-----1-	:30	1	\$525.00	P-3	4.10	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/15/12	10/21/12	-----1-		1			\$525.00	4.10					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WOAI	10/15/12-10/21/12	Nightly News Sa See MG 14.2, 14.3,14.4 [Program Change]		5:30p-6p	-----Sa--	:30		(\$525.00)		4.10	NM		
	2	WOAI	10/22/12-10/26/12	Local 5a News Ⓜ MG for 14.1 10/20 [Approved by Buyer]		5a-5:57a	MTWThF----	:30		\$150.00		1.60	NM		
	3	WOAI	10/22/12-10/26/12	Local 5a News Ⓜ MG for 14.1 10/20 [Approved by Buyer]		5a-5:57a	MTWThF----	:30		\$150.00		1.60	NM		
	4	WOAI	10/22/12-10/26/12	M-F 9a-10a Ⓜ MG for 14.1 10/20 [Approved by Buyer]		9a-10a	MTWThF----	:30		\$225.00		1.70	NM		
N 15	WOAI	10/21/12	10/28/12	Chris Matthews Chris Matthew	CM	630a-7a	-----1	:30	1	\$75.00	P-3	0.80	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/15/12	10/21/12	-----1		1			\$75.00	0.80					
	Week:	10/22/12	10/28/12	-----1		1			\$75.00	0.80					
N 16	WOAI	10/21/12	10/21/12	Sun Today Show Sun Today Show	CM	Su 6:58a-8a	-----1	:30	1	\$125.00	P-3	0.90	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/15/12	10/21/12	-----1		1			\$125.00	0.90					
N 17	WOAI	10/21/12	10/21/12	Meet The Press Meet The Press	CM	8a-9a	-----1	:30	1	\$400.00	P-3	1.10	NM	3	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	10/15/12	10/21/12	-----1		1			\$400.00	1.10					

